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(54) Title: IMAGE READING APPARATUS, PERSONALIZING METHOD, PROGRAM, AND STORAGE MEDIUM
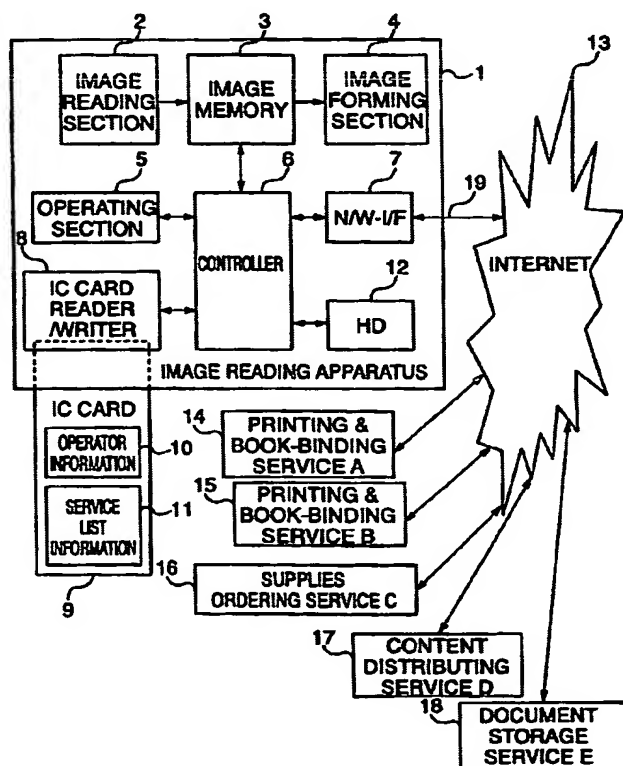
(57) Abstract: An image reading apparatus which can improve the operability in making various settings required for direct transmission of read image data to services on the Internet. The image reading apparatus is connected to at least one external service, which provides at least one service for image data output from the image reading apparatus via a network. Personalized service list information for personalizing the service is acquired so that the operator can use the service. A setting screen, a setting procedure, and contents of setting for the operator are personalized according to the acquired service list information. Various settings based on the setting screen, setting procedure, and contents of setting personalized for the operator are transmitted via the network to the external service, together with the image data.